

# Case Study



## AQA

Client since: 2012

### COMPANY TYPE

AQA are an independent education charity and the largest provider of academic qualifications taught in schools and colleges. They set and mark the papers for around half of all GCSEs and A-levels taken every year and are an awarding body in England, Wales and Northern Ireland.



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### AQA'S

JOHN BEESON

99%

ONLINE ADOPTION

£108k

ANNUAL SAVING ON  
RAIL BOOKINGS

£26k

SAVINGS ON FLIGHTS



**AQA** qualifications are highly valued by employers and universities and enable young people to progress to the next stage of their lives. They suit a range of abilities and include GCSEs, AS and A-levels, the Extended Project Qualification, the AQA Baccalaureate, Tech-levels and Technical Awards. AQA's UK qualifications are also internationally recognised and taught in 30 countries around the world.

Through their joint venture with Oxford University Press, Oxford International AQA Examinations, they offer a range of International GCSEs and A-levels specifically designed for international curriculum schools outside the UK..

## WHAT WAS NEEDED

- Visibility of spend across departments
- Move towards preferred hotel partners
- Reduction in overall travel spend

## WHY CLICK?

- Streamlined booking process
- Dedicated account management
- Comprehensive MI

## THE CHALLENGE

Having always booked travel internally, the Procurement Team at AQA took the decision in late 2011 to run a tender process to appoint a travel management company (TMC) to manage their travel bookings for them. As an organisation that values quality standards, processes and efficiency, AQA were looking for a travel management solution that would enable them to mirror their own operations in its management of travel booking as well as helping them to reduce their overall travel spend.

AQA's commitment to its people in providing development opportunities to help grow, innovate and make a real difference, required a travel partner that would be able to deliver support and ease in travel booking, along with cost avoidance strategy and data.



Since working with Gemma I have found her to be extremely professional and always willing to go the extra mile to assist in terms of meeting the business requirements and really adding value to the contract, Gemma is constantly looking at different initiatives and whilst also being a critical friend and suggesting different ways of tackling any issues head on.

**AQA'S**

JOHN BEESON

## THE JOURNEY

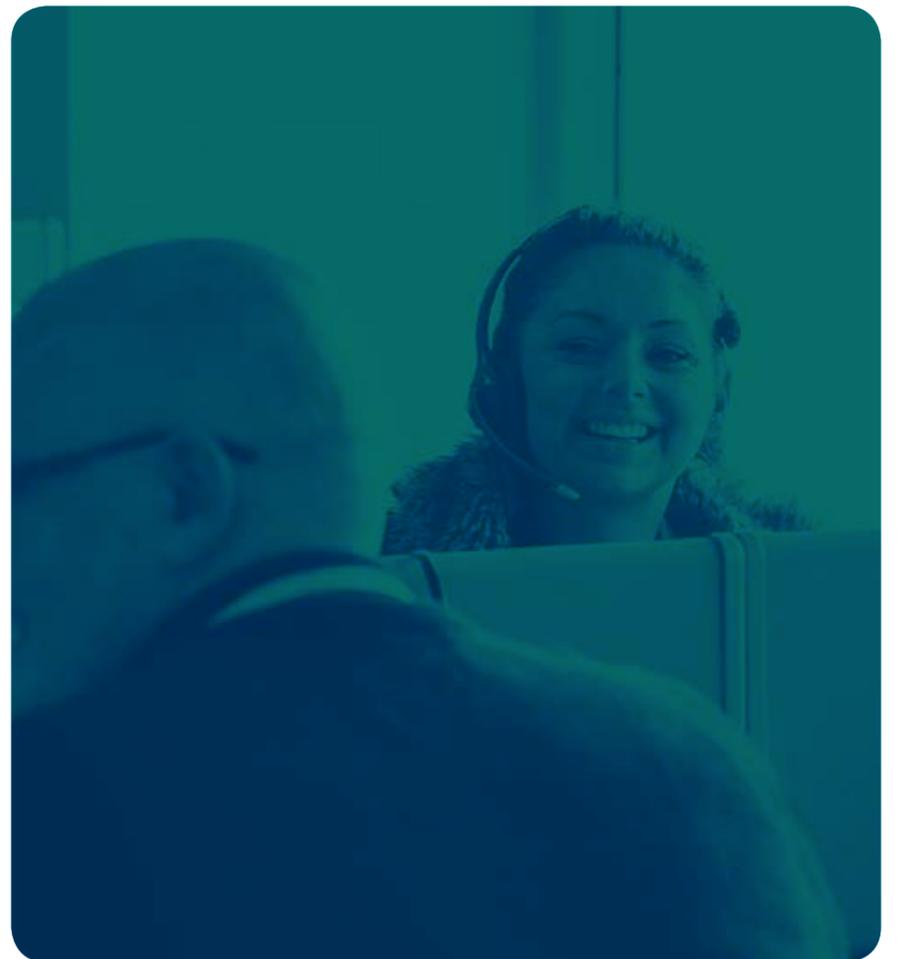
In working with Click, AQA have streamlined their travel bookings, gaining access to Click's wide array of aggregated travel content and allowing for better visibility of travel spend and behaviour within the organisation.

Over the last 2 years in particular, the focus has been on reporting data and structure, policy and best practice to help achieve savings across the organisation. Having collected departmental data through Click Travel's booking tool, AQA can now share their findings with key personnel within the organisation. This has raised internal awareness of the cost of their travel choices, shaping booker and traveller behaviour towards more efficient travel and ticket type decisions.

## THE RESULTS

AQA are now reaping the rewards of a more organised and strategic approach to booking business travel. Access to Click's knowledgeable and experienced team for more complex trips, as well as the ability to self-serve online using Click's innovative booking tool has generated ongoing efficiencies for the organisation. Through efforts to utilise their travel budget as efficiently as possible, AQA have achieved 99% online adoption and £26,452 saving on flights, through the use of British Airways business points.

Specific efforts towards more efficient rail bookings have generated particularly impressive results, through the work of account manager, Gemma, and her ongoing improvement process with AQA. The organisation has achieved savings of over £108,000 on rail bookings due to average rate reductions and



the ability to drill down into their raw travel data has produced even more notable findings within their booker behaviour.

*"Gemma has also provided a high level of support when renewing the contract, ensuring that all the legalities and factors are covered for both parties."*

Gemma has helped AQA identify trends in rail bookings of over 50 miles, highlighting their noteworthy change in booker behaviour. The data, which is also available on demand for the admin users at AQA, shows an increase in advance ticket purchase of 13%, generating a saving of £7,466.

Additionally, a drive to reduce anytime return ticket purchases has resulted in a decrease of 7%, driving average ticket price down by 12% and a saving of £12,870.



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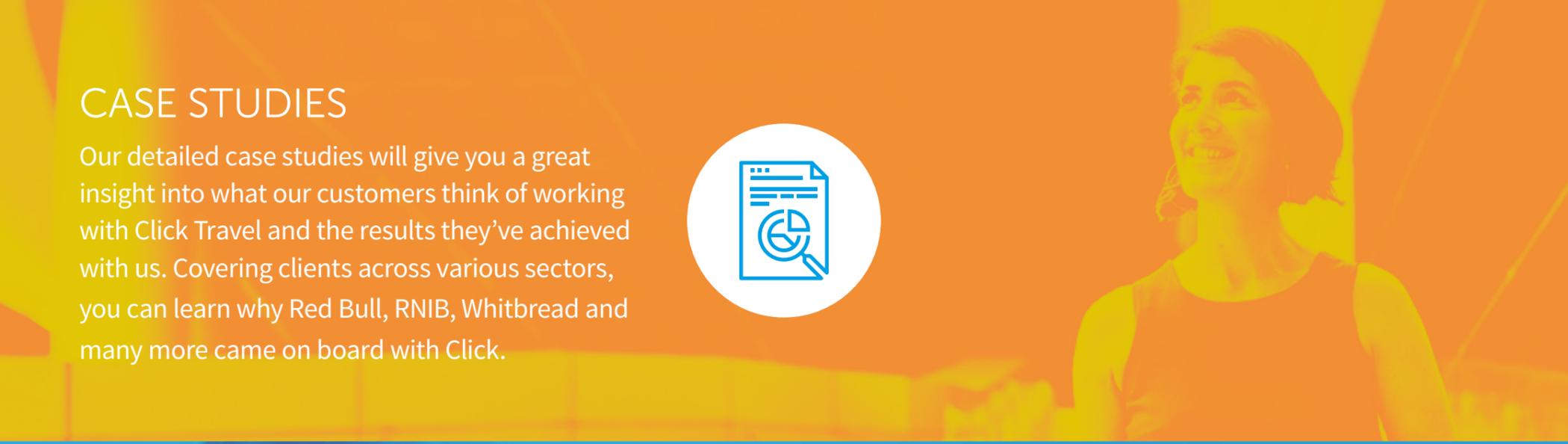
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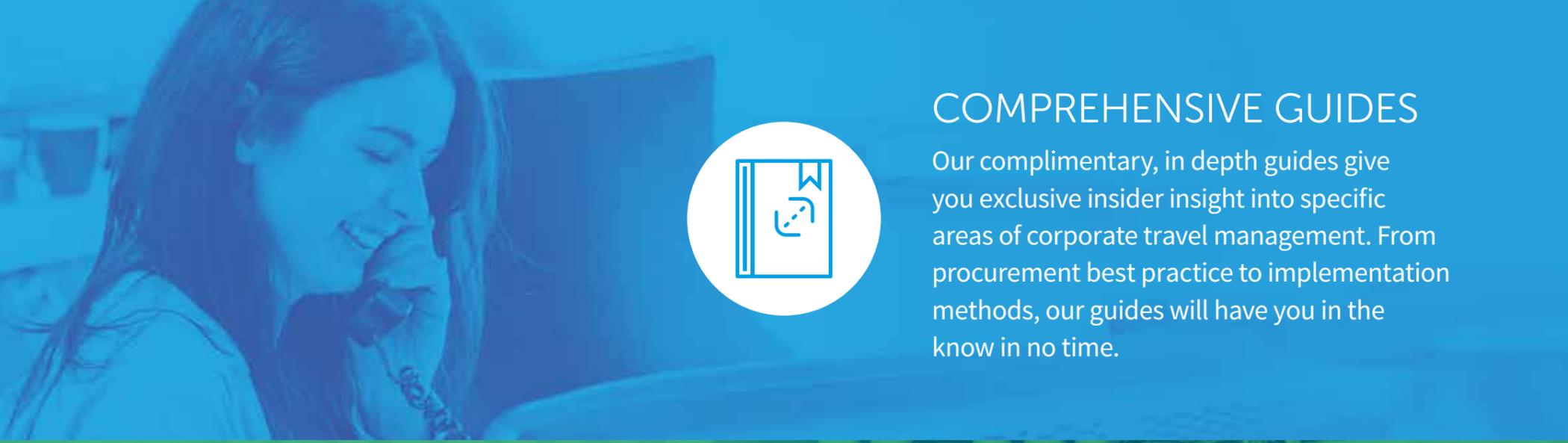
## RESOURCES

To find out more about travel management, take advantage of our range of free resources. And subscribe to our industry-leading blog to be the first to hear about our next insight report and to keep up to date on all things business travel.



## CASE STUDIES

Our detailed case studies will give you a great insight into what our customers think of working with Click Travel and the results they've achieved with us. Covering clients across various sectors, you can learn why Red Bull, RNIB, Whitbread and many more came on board with Click.



## COMPREHENSIVE GUIDES

Our complimentary, in depth guides give you exclusive insider insight into specific areas of corporate travel management. From procurement best practice to implementation methods, our guides will have you in the know in no time.



## INDUSTRY-LEADING BLOGS

With useful, spin-free advice and guidance on travel management, top travel tips for business travellers and all the latest updates from Click HQ, our range of blogs are perfect for anyone interested in the finer points of travel management or the wider world of travel.



## GET IN TOUCH

If you have any questions about this report, your travel programme, travel management in general or Click Travel, we'd love to hear from you.

You can get in touch our friendly team on the number below, or just pop us an email and we'll get back to you straight away.

Find out more:  
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